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Pageantry Returns

The 2010 Miss'd America Pageant,

Sponsored by Grey Goose Vodka Comes to Atlantic City's Boardwalk Hall

(Atlantic City, NJ) December 15, 2009 – The Miss'd America Pageant, which has been absent from Atlantic City for nearly five years, is making its triumphant return on January 31, 2010. For the first time the pageant comes to historic Boardwalk Hall, a location fit for a queen, and will be hosted by TV personality and "Queer Eye For The Straight Guy" Carson Kressley.

Miss'd America was created as a spoof of the world-famous Miss America Pageant 14 years ago to raise funds for a local charity. It took place annually on the night after the famous beauty pageant when held in Atlantic City. This year, Trump Entertainment Resorts, Harrah's Entertainment, Inc., and the Greater Atlantic City GLBT Alliance, in association with the Schultz-Hill Foundation, will unveil a pageant starring drag queens strutting down the world's most famous runway.

Pomp and circumstance returns in a glorious event as contestants compete in evening wear and talent competitions, also featuring a swimwear segment. Keeping with tradition, the event is being written and directed by Robert "Sandy Beach" Hitchen as it has since its inception.

While the main event will take place on stage in Boardwalk Hall's Ballroom, presenting sponsors will keep the excitement going with various parties, including a pre-party at Trump Plaza Hotel & Casino, and a post-party at DUSK nightclub inside Caesars Atlantic City. Both hotels are the official hotels for Miss'd America 2010. For more information on Miss'd America room packages, visit www.caesarsac.com or www.trumpplaza.com.

All tickets are available for purchase at the Boardwalk Hall Box Office and all Ticketmaster Outlets starting Wednesday, December 16, 2009 at 10:00 AM. Ticket options are as follows:

- Golden Circle Table Seating - \$100.00 - Seats include complimentary parking at Boardwalk Hall, complimentary access to the pre-party at Trump Plaza and the post-party at Caesars, and beverage table service.

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- Silver Circle Table Seating- \$65.00
- Bronze Circle (Theatre Style) Seating- \$35.00
- A \$20.00 party pass is available for silver and bronze ticket holders, which provides access to both pre and post-parties.

The title sponsor of this event is Grey Goose Vodka. Benefactors include: The Greater Atlantic City GLBT Alliance, The Schultz-Hill Scholarship Foundation, The William Way Center of Philadelphia, Broadway Cares-Equity Fights AIDS of New York City, and the South Jersey AIDS Alliance.

The Atlantic City Convention & Visitors Authority and the Schultz-Hill Foundation are participating sponsors. This year, proceeds will be donated to the following charities: The Greater Atlantic City GLBT Alliance; The Schultz-Hill Scholarship Foundation (which will present a scholarship to a gay student at either A.C.C.C. or Stockton); The William Way Center of Philadelphia, Broadway Cares-Equity Fights Aids of New York City, and the South Jersey Aids Alliance.

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MELANIE RICE
Entertainment



About Trump Entertainment Resorts, Inc.

Trump Entertainment Resorts, Inc. is a leading gaming company that owns and operates Trump Taj Mahal Casino Resort, Trump Plaza Hotel and Casino, both located on the Boardwalk in Atlantic City, New Jersey, and Trump Marina Hotel Casino, located in Atlantic City's Marina District. The Company is the sole vehicle through which Donald J. Trump, the Company's Chairman and largest stockholder, conducts gaming activities and is separate and distinct from Mr. Trump's real estate and other holdings.

About Harrah's Entertainment

Harrah's Entertainment, Inc. is the world's largest provider of branded casino entertainment through operating subsidiaries. Since its beginning in Reno, Nevada 70 years ago, Harrah's has grown through development of new properties, expansions and acquisitions, and now owns or manages casino resorts on four continents. The company's properties operate primarily under the Harrah's, Caesars and Horseshoe brand names; Harrah's also owns the London Clubs International family of casinos and the World Series of Poker. On January 28, 2008, Harrah's Entertainment was acquired by affiliates of private-equity firms TPG Capital and Apollo Global Management. In Atlantic City, Harrah's Entertainment owns and operates Bally's Atlantic City, Caesars Atlantic City, Harrah's Resort, and Showboat.